

Message Text

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TO AMEMBASSY PRAGUE

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E.O. 11652: NA

TAGS: BEXP/CZ

SUBJECT: TRADE PROMOTION SCHEDULES FY 1975 AND FY 1976

1. THE FOLLOWING IS A SCHEDULE OF TRADE PROMOTION AND OTHER EVENTS FOR FY 1975. OTHER EVENTS THAT WOULD INVOLVE THE ECONOMIC SECTION ARE INCLUDED SO THAT THE TOTAL RESOURCES AT THE POST MAY BE TAKEN INTO CONSIDERATION IN SCHEDULING ANY ADDITIONAL TRADE PROMOTION EVENTS.

DATE	EVENT
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SEPT. 11-19, 1974	16TH BRNO INTERNATIONAL ENGINEERING FAIR. ELECTRONIC DATA PROCESSING EQUIPMENT EXHIBITION
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DECEMBER 1974	TECHNICAL SALES SEMINAR VACUUM CRYOGENIC EQUIPMENT
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FEBRUARY 1975 TECHNICAL SALES SEMINAR
WATER PURIFICATION AND
DESALINIZATION

APRIL 1975 SPECIALIZED TRADE MISSION
MINING EQUIPMENT

MAY 1975 SPECIALIZED TRADE MISSION
ADVANCED GRAPHIC ARTS TECHNOLOGY

JUNE 1975 VIENNA EAST-EST TRADE
CENTER OFF-SITE SHOW (BRATISLAVA)
CHEMICAL PROCESSING EQUIPMENT

2. THE FOLLOWING IS A PRELIMINARY SCHEDULE OF TRADE
PROMOTION EVENTS FOR FY 1976.

DATE	EVENT
SEPTEMBER	BRNO INTERNATIONAL ENGINEERING FAIR; JEEP-MATERIALS TESTING EQUIPMENT AT BRNO (OFF-SITE VIENNA)
OCTOBER	SEMINAR-PLASTIC PRODUCTION EQUIPMENT
DECEMBER	SEMINAR-NONFERROUS METALS PROCESSING AND FABRICATION
APRIL	SEMINAR-COMPUTER APPLICATION IN SCIENTIFIC RESEARCH (SOFTWARE)
JUNE	SEMINAR-SPECIALIZED TEXTILE MACHINERY

3. WE ANTICIPATE THAT THE TRADE PROMOTION EVENTS SCHEDULED
ABOVE WILL BE SUBJECT TO CHANGE AND CAN THEREFORE ONLY BE
CONSIDERED TENTATIVE, PARTICULARLY FOR THE SECOND HALF
OF FY 1975 AND FY 1976.

4. PRIOR TO MAKING EACH EVENT FIRM, A POLL WILL BE TAKEN
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BY COMMERCE TO DETERMINE THE INTEREST OF U.S. INDUSTRY.
THE POST WILL THEN BE ASKED FOR ITS POSITIVE RECOMMENDATION
BEFORE THE EVENT IS SCHEDULED. OUR GENERAL POSITION IS THIS:
NO USEFUL PURPOSE IS SERVED BY SCHEDULING COMMERCE-INITIATED
TRADE PROMOTION EVENTS IN WHICH THE APPROPRIATE MINISTRIES
OR BUYING ORGANIZATIONS ARE NOT INTERESTED. IT IS,
THEREFORE, OF GREATEST IMPORTANCE TO OUR PROGRAM THAT
THE POST ASCERTAIN SPECIFICALLY THAT THE INTEREST DOES

OR DOES NOT EXIST AND WHETHER THE EVENT WOULD BE SANCTIONED,
ENDORSED OR SPONSORED BY APPROPRIATE LOCAL ORGANIZATIONS.
RESPONSE SHOULD GIVE NAME AND POSITION OF OFFICIAL CONTACTED
AND ANY VIEWS ABOUT VIABILITY OF THEME, TIMING AND TYPE OF
EVENT, SUGGESTED U.S. PARTICIPANTS, ETC.

5. THE POST IS REQUESTED TO ADVISE ANY ADDITIONAL MAJOR
EVENTS OR NEGOTIATIONS WHICH IT ANTICIPATES WILL INVOLVE
ITS RESOURCES SO THAT WE MAY HAVE A COMPREHENSIVE SCHEDULE
FOR PLANNING PURPOSES. OTHER COMMENTS ARE WELCOME.
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